



## **RADAR Network Guidelines for International Documentation Centers**

International Documentation Centers are the gateways through which multicultural and global prevention strategies, programs, and materials are identified and addressed. It is the intent of the Regional Alcohol and Drug Awareness Resource (RADAR) Network to promote and/or develop culturally and linguistically appropriate information. This aspect of the RADAR Network vision is especially relevant in the international arena.

On the whole, the RADAR Network International Documentation Centers will help mobilize civil society in drug demand reduction activities, specifically in the areas of alcohol, tobacco, and drug prevention. RADAR Network International Documentation Centers will enhance, whenever possible, the United Nations International Drug Control Programme (UNDCP) leadership activities.

The International Documentation Center Guidelines provide milestones, objectives, and indicators that will assist in the planning, implementing, and assessing achievement of the RADAR Network goals.

These Guidelines should be followed in accordance with each International Documentation Center's directives from the appropriate authorities that fund the Center. A Center will not carry out activities that countermand the directives of its funding source. It is important to recognize that all activities and services covered in these guidelines do not necessarily have to be delivered directly by the Center. Service provision and delivery guidelines may be met by formal or informal agreements with other organizations working in partnership or cooperation with the Center. In fact, such arrangements are encouraged.

The use of the reference RADAR Network Center, as used in this document, refers to all three types of centers, International Documentation, U.S. State, and U.S. Specialty Centers. Within a given paragraph, once the International Documentation Center has been identified as such, it may be referred to as the Center.

The Guidelines are organized within the following areas: Library Services, Information and Referral, Outreach, Promotional Activities, Marketing Services, Equipment and Facilities, Materials, and Management Operations and Evaluation. A final section, Schema, outlines the working relationships among all RADAR Network participants. These Guidelines are operational as of May 2003.

## **I. LIBRARY SERVICES**

### ***International Documentation Centers should strive to...***

1. Maintain or provide access to a collection of substance abuse prevention resources applicable to their community membership (e.g., reference and program materials) that are retrievable for:
  - a. Reference use onsite;
  - b. Circulation use offsite (feasibility determined by the appropriate governing authorities); and
  - c. Electronic dissemination via state-of-the-art technology (e.g., Internet, e-mail, FAX, etc.).

CSAP will assist International Documentation Centers in this effort by providing a suggested listing of core journals, newsletters, and reference materials that may be included in a Center's reference holdings. This list will be provided on an ongoing basis to support the development and maintenance of a common information base among all RADAR Network Centers.

In addition, CSAP will provide current U.S. and available world alcohol and drug statistics to each RADAR Network Center on an ongoing basis. Database searches requested by RADAR Network Centers will receive first priority at the United States National Clearinghouse for Alcohol and Drug Information (NCADI).

2. Include in their collection single copies of all materials distributed through the RADAR Network. CSAP will support this effort by providing a comprehensive list of materials sent out to Network members. In addition, CSAP will send the NCADI *Communiqué*, which describes new products and initiatives, on a monthly basis.

## **II. INFORMATION AND REFERRAL**

### ***International Documentation Centers should strive to...***

1. Respond to inquiries through the following means:

- a. Direct response. Provide answers on the phone, through the mail or e-mail, and by FAX;
  - b. Referral to other resources. Develop and maintain a list of local, national, and international organizations; and
  - c. Proactive activities. Maintain displays with materials for pick-up, disseminate materials and information using kiosks (e.g., at college fairs, health fairs, conferences, etc.), develop and maintain Web sites as resources become available.
2. Contact their Substance Abuse Librarians and Information Specialist (SALIS) organization to develop a mutually beneficial working relationship that will enhance the capabilities of both the Center and the SALIS member institutions. RADAR Network Centers may refer Center users to SALIS members as an additional resource. RADAR Network Centers and SALIS members also may share information about new substance abuse prevention resources, work together on outreach to public libraries, and enlist each other's support for promotional activities. CSAP will provide assistance in developing creative options for working with SALIS members. Where there are no SALIS members, Centers should provide and encourage membership at appropriate organizations and universities.
3. Contribute, as much as possible, to CSAP's efforts to assist the Network's continuing international development by providing feedback on cultural-specific International Documentation Center activities.
4. Support the development of a common data collection format; use a request processing system, as appropriate, that captures the same types of information NCADI currently collects. This information will be provided to your organization upon becoming a RADAR Network International Documentation Center. Database derived analyses will support Nation specific planning, audience targeting, and initiative implementation within the context of global prevention awareness.

### **III. OUTREACH**

#### ***International Documentation Centers should strive to...***

1. Identify and contact Non-Governmental Organizations (NGOs) of the UNDCP and other intermediary groups working with audiences at high risk for substance abuse problems in their countries. Coordinate national and international activities to include these NGOs and intermediary groups. An initial effort to meet this guideline may include regular mailings that highlight activities of both the intermediary groups identified and the International

Documentation Center's activities. Contacts with NGO's intermediaries and the frequency and format of these mailings should be determined by the resources and planning objectives of the individual Center.

2. Initiate a working relationship with NGOs and other RADAR Network International Documentation Centers in their localities to enhance their effectiveness. These relationships should be developed within the framework of the policies of the appropriate governing authorities. CSAP will provide a listing of all International Documentation Centers.
3. Send in short descriptions of innovative International Documentation Center activities and listings of events for inclusion in CSAP publications as appropriate and for placement on PREVLINe.
4. Support and promote the visibility of all International Documentation Centers and the RADAR Network among other substance abuse prevention networks in the international arena.
5. Make contributions to the Global Prevention Calendar regarding information on conferences or activities related to the prevention field. This information will be posted electronically to be shared with prevention professionals around the world.

#### **IV. PROMOTIONAL ACTIVITIES**

##### ***International Documentation Centers should strive to...***

1. Develop a yearly strategic and tactical plan (time frame to be determined by each International Documentation Center) to promote their Center's services and resources through exhibits, placement of brochures, news stories, and other activities to raise public awareness.
2. Develop, at a minimum, a one-page fact sheet or brochure on the Center's services and materials including a description of the RADAR Network. A copy of this promotional material should be provided to each of the groups identified by the Center's referral lists and/or the organizations, which represent the target client groups identified in the Center's strategic and tactical plans.

To support these efforts, CSAP will provide technical assistance to those International Documentation Centers that request help in developing their promotional brochures. CSAP will work with the RADAR Network International Documentation Center to develop a standardized brochure format that can be easily adapted to each Center's needs. This greatly reduces the cost of initial development of such material by individual Centers. NCADI will support RADAR Network members in working toward this

guideline by providing, upon request, NCADI brochures and the “generic” RADAR Network brochures, which are designed for mass mailing to Network constituents. The RADAR Network logo will be available from CSAP for use only on promotional flyers, Center brochures, and letterhead.

## V. MARKETING SERVICES

### *International Documentation Centers should strive to...*

1. Compile target audience data and intermediary data on a yearly basis, such as:
  - a. Incidence and prevalence data on substance abuse problems; and
  - b. Key intermediary groups.

The intent of this guideline is to ensure that each International Documentation Center either has the information in-house or knows how to access the information within their country or region. The compilation of extensive amounts of data on these kinds of items is not the purpose of this guideline. Collection of this type of information supports the Center in its outreach and promotion efforts. This information is a valuable resource that the Center can share with its intermediaries to assist them in their planning efforts, as well.

2. Maintain current information on target audiences and special populations at high risk for substance abuse problems within their respective countries. To make the most effective use of this information, these data should be updated at six-month intervals if feasible. Centers should refer to materials retention plans developed by the appropriate authorities within their respective countries. The U.S. State plan prepared by the U.S. State Alcohol and Drug Abuse Directories and other U.S. State agencies (e.g., U.S. Department of Education) also may provide useful reference data in these areas.

As part of the partnership between CSAP and the International Documentation Center, CSAP may occasionally contact the Center for information for use in the development of CSAP and RADAR Network International marketing plans. Likewise, each Center is free to contact CSAP and/or NCADI for information to assist the Center in its planning process.

3. Offer informal feedback to CSAP on planning and strategy selection for various communications-related activities. This input may include:
  - a. **Barriers** – Attitudes, practices, social norms, or whatever makes it difficult to communicate prevention messages effectively;
  - b. **Opportunities** – Events or situations that facilitate communication with the target audience; and

- c. **Communication Channels** – Types of media (e.g., radio, TV, print) and communication styles (e.g., one-on-one, group) that directly reach the target audience.

## **VI. EQUIPMENT AND FACILITIES**

*To provide a consistent level of service among RADAR Network members to the public, each International Documentation Center should possess or have reasonable access to...*

1. A telephone and mailing address for requesters to contact them for information;
2. A display area for materials and reading room (dependent on each International Documentation Center's capabilities);
3. Adequate storage space for bulk quantities of materials (can be provided by another organization);
4. Access to a VCR and monitor;
5. Online databases and Internet (e.g., through a university library);
6. A personal computer equipped with Internet connection and Web browser, printer, associated software, back-up disks, and other computer supplies; and
7. A facsimile (FAX) machine.

## **VII. MATERIALS**

*International Documentation Centers should strive to...*

1. Send two copies of new print publications or audiovisual materials and supporting documentation to NCADI as soon as possible after printing. These publications should be in the language(s) in which they are available from the International Documentation Center. Send these documents to:

Manager, RADAR Network Center Development  
NCADI  
P.O. Box 2345  
Rockville, MD 20847-2345

One copy will be placed in the NCADI International Library and the other will be included in CSAP's Prevention Materials Database (PMD). In support of RADAR Network Center efforts, NCADI will provide a copy of each new

publication added to NCADI's inventory. In addition, NCADI will provide each Center with a current copy of the NCADI acquisitions list on a monthly basis through the NCADI *Communiqué*.

2. Send in copies of publication and production plans for print and audiovisual materials on a semiannual basis or whenever the appropriate governing body or agency approves the plans. In exchange, CSAP will provide each International Documentation Center with a listing of publications in the Publication Plan Clearing (PPC) process. This information exchange between CSAP and the Center should mutually benefit everyone involved in the planning and distribution of future and revised publications.
3. Use the CSAP Media and Materials Review Process and the NCADI PMD to assess materials currently in their inventory and to assess materials that are being considered for distribution by the International Documentation Center. This guideline is intended to promote the dissemination of consistent substance abuse prevention messages, which are well-grounded in public health principles and policies.

The RADAR Network is committed to the availability of as broad a range of information on the substance abuse prevention field as possible. It also is committed to recommending those materials that are scientifically accurate and consistent with current knowledge of sound approaches to prevention, intervention, and treatment.

## **VIII. MANAGEMENT OPERATIONS AND EVALUATION**

***To provide a measure of consistency in operational procedures across all RADAR Network Centers, International Documentation Centers should strive to...***

1. Attend a minimum of 30 hours of training every 2 years. Training events should support International Documentation Center efforts to achieve the RADAR Network Operational Guidelines. In conjunction with the CSAP International Officer and NCADI, CSAP will assist the Center in identifying appropriate training events and will offer international scholarship opportunities for CSAP-sponsored training events.

CSAP will provide funding (e.g., travel and fees) for International Documentation Center representatives for RADAR Network meetings, given resource availability and appropriateness. For CSAP-supported travel to training events, Center representatives are required to attend all sessions in compliance with U.S. Federal regulations.

2. Evaluate the effectiveness and marketing penetration of materials and/or communications efforts devoted to reaching ethnic/racial minorities and other audiences at high risk for substance problems in the International

Documentation Center's community. CSAP will support this effort through the provision of technical assistance on evaluation strategies. In addition, CSAP will share the results of its own strategy evaluation efforts so an overall picture of successful substance abuse prevention efforts can be developed for the international community.

3. Share with CSAP and other RADAR Network members information on how the International Documentation Center is working with multicultural and special populations in their community.
4. Inform and advise the Manager for RADAR Network Center Development of the International Documentation Center's needs and concerns.



## Schema

The schema explains the working relationships among all parties involved with the RADAR Network. The two main areas of responsibility reflected in this schema are policy and function. The Steering Committee agreed the primary responsibility of RADAR Network Centers is to focus on function, not policy. If policy changes are needed, the appropriate channels to follow are as follows.

- Associates work with their State RADAR Network Center.
- A State RADAR Network Center works with their State prevention representative and their State Director.
- The State Director works with the head of the NASADAD Prevention Committee, who receives input from NASADAD's representative on the RADAR Network Steering Committee. The NASADAD Executive Board, NASADAD Prevention Committee Chair, and CSAP work on the resolution of policy issues.
- The Steering Committee communicates with CSAP and NCADI on non-policy issues. CSAP should be notified regarding policy issues, but Steering Committee input on policy should be directed through the NPN/State Director/Prevention Committee/NASADAD linkages.
- Specialty RADAR Network Centers communicate directly with NCADI on functional issues, and their input on policy goes to CSAP through the Steering Committee.